

Name \_\_\_\_\_

LA# \_\_\_\_\_

## **Propaganda Techniques Assignment**

**Choose one of the following:**

### **Option 1: Find examples of propaganda techniques in advertising. (90 pts. MAX.)**

- You must choose **FOUR** of the techniques we discussed in class and find **TWO** examples for each. The examples may not be ones that you were shown in class. YouTube has a variety of advertisements. You may use advertisements from magazines as well.
- If you use magazine advertisements, cut them out, glue them to a piece of oak tag provided by your teacher, and label the technique used. Briefly explain (1-3 sentences) why you feel the advertisement uses the technique you identified.
- If you choose YouTube ads, make sure you provide a paper with the links to your ads. Below each link, name the propaganda technique used. Briefly explain (1-3 sentences) why you feel the advertisement uses the technique you identified. Save your links to your student folder so that you will be able to present them to the class.
- Choose one of the propaganda techniques you identified and explain why it is the most effective of the four. Type as a ½ page paragraph. Double space using Times New Roman font, size 12.
- Include a bibliography citation for each advertisement you choose. See *Citing Works at MMS*.
- Be prepared to share your project with the class. Explain how the techniques are used in each ad you chose. Be clear, loud, and speak slowly. Make sure you make eye contact with the audience.

### **Option 2: Create a product and choose **FOUR** of the techniques we discussed in class to advertise it. (100 pts. MAX.)**

- Design four different ads for real or imagined products. Incorporate bright, neat, detailed, full-color drawings into your advertisements.
- Label each propaganda technique used. Use a different technique for each advertisement. Explain how each advertisement is an example of each propaganda technique in a paragraph per advertisement.
- Choose one of the propaganda techniques you chose and explain why it is the most effective of the four. Type as a ½ page paragraph. Double space using Times New Roman font size 12.
- Be prepared to share your project with the class. Explain how the techniques are used in each ad you chose. Be clear, loud, and speak slowly. Make sure you make eye contact with your audience.

**Rubric: Please turn this portion in with your assignment:**

Name: \_\_\_\_\_ LA# \_\_\_\_\_

\_\_\_\_ **30 points:** Your advertisements match the propaganda techniques you identify. Your brief explanation correctly names elements of propaganda techniques that appear in your advertisement.

\_\_\_\_ **30 points:** Your ½ page paragraph clearly states an opinion on which advertisement you feel is most effective and supports that opinion with persuasive and specific details.

\_\_\_\_ **10 points:** Your writing has no errors in capitalization, punctuation, spelling, or grammar.

\_\_\_\_ **20 points:** In your oral presentation, you spoke clearly, loudly, and slowly. You used professional body language and made eye contact with your audience. You explained techniques thoroughly.

\_\_\_\_ **10 points:** (If you choose option 2 only) Your advertisements are neat, colorful, and detailed. Your product's purpose is clear from your words and images.

